

ABSTRACT OF THE DISCLOSURE

A process for dyeing keratin fibers that have previously undergone a permanent reshaping process, comprising applying at least one composition comprising, in a cosmetically acceptable medium, at least one fluorescent dye that is soluble in the medium. The use of the at least one composition may makes it possible to dye a human keratin material, and further, for example, artificially dyed or pigmented hair, with a lightening effect.